

ORDER

Orders
Order / Rev: 64312
Alt Order #:
Product Desc: ESTIMATE 12438
Estimate: 12438
Flight Dates: 10/09/12 - 10/14/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: GENERAL

KUCW-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/10/12	1	\$300.00	\$255.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$300.00	\$255.00	0.00
Totals	1	\$300.00	\$255.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	10/10/12	10/10/12	M-F 6p-630p	CM	6p-630p	--W----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				M-F 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1				\$300.00		0.00			
													Totals	1	\$300.00